

activity at least 15 to 35% higher than native bran, the whole wheat flour having an L value on the Hunter scale of at least about 82 and a dietary fiber content of about 10 to 12%.

38. (Twice Amended) A bleached bran product comprising bleached bran derived from a cereal grain, the bleached bran product produced by treating bran with an excess amount of a hydrogen peroxide solution and an aqueous alkaline solution, the bleached bran product having an antioxidant activity at least 15 to 35% higher than native bran and suitable for use as an additive in foods.

40. (Twice Amended) A refrigerated uncooked or bakeable dough product comprising bleached bran, the bleached bran produced by treating bran with an excess amount of a hydrogen peroxide solution and an aqueous alkaline solution, the bleached bran having an antioxidant activity at least 15 to 35% higher than native bran.

41. (Twice Amended) A ready-to-eat cereal comprising bleached bran, the bleached bran produced by treating bran with an excess amount of a hydrogen peroxide solution and an aqueous alkaline solution, the bleached bran having an antioxidant activity at least 15 to 35% higher than native bran.

42. (Twice Amended) A cooked cereal dough comprising bleached bran, the bleached bran produced by treating bran with an excess amount of a hydrogen peroxide solution and an aqueous alkaline solution, the bleached bran having an antioxidant activity at least 15 to 35% higher than native bran.

51. (Amended) A bleached bran product comprising bleached bran derived from a cereal grain, the bleached bran product produced by first treating bran with a chelating agent to produce reduced transition metal content bran, the reduced transition metal content bran further treated with an excess amount of a hydrogen peroxide solution and an aqueous alkaline solution, to produce the bleached bran product having an antioxidant activity at least 15 to 35% higher than native bran.

56. (Amended) The product of claim 51 wherein the bleached bran product is treated with catalase to remove residual hydrogen peroxide.

58. (Amended) A bleached bran product comprising bran derived from a cereal grain, the bran bleached with a combination of hydrogen peroxide and ozone or [paracetic] peracetic acid in the presence of heat to produce the bleached bran product.

59. (Canceled)

Please add the following new claims:

60. (New) A bleached bran product comprising bleached bran derived from a cereal grain, the bleached bran product produced by treating bran with a hydrogen peroxide solution and an aqueous alkaline solution, followed by an ozone treatment, the bleached bran product having an antioxidant activity at least 15 to 35% higher than native bran and suitable for admixing with whole wheat flour to produce white whole wheat flour having an L value on the Hunter scale of at least about 82.

61. (New) The bleached bran product of claim 60 wherein the bran is treated with about 0.1 to 2% ozone, by weight, at a pH of about 4 to 5.

62. (New) The bleached bran product of claim 61 wherein the reaction of ozone and bran is in the range of about 90 to 95%.

63. (New) The bleached bran product of claim 21 wherein bitter flavor components present in the native bran are reduced.